



Sales      Retail  
1221 1, 2, 3      1222 20, 21, 24, 25, 26  
1222 1, 3, 4, 6, 8      1223 21, 24  
1223 5      1224 21, 22, 23, 24, 25, 28  
1224      1225 22, 23, 24, 26, 27, 29  
1225 2, 3, 6, 7      ROM  
1226 1, 2, 3, 4, 5      PC SC  
1229 1, 2, 5, 6, 9      MC PA  
1240  
1244

RSM      RBM  
J. S. (Jeff) RUMBERGER  
Key Account Manager

24 March, 1998

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MAR 25 REC'D

TO:      ALL ROU'S EXCEPT 1810, 2110, 2210  
FOR IMMEDIATE DISTRIBUTION TO ALL RETAIL/SALES  
REPS. W/7-ELEVEN RESPONSIBILITY

SUBJECT:      SOUTHLAND / 7-ELEVEN - C.I.D. 0001-XX-XX  
JULY WINSTON BUY-2-PACKS-GET-\$1.00-OFF SURVEY  
SHEET

Ladies and Gentlemen,

The above-subject promotion will be available to order for all 7-Eleven Corporate and Franchise stores during the time period 3/23/98 through 4/03/98.

The attached survey sheet is in each stores' Merchandise Information Packet (MIP). The following are item numbers to be used when ordering this promotion. Stores currently on the 7-Eleven item master system should use the SLIN #, all others should order using the McLane UIN #.

PROMOTION	MC LANE UIN #	SLIN #
Winston B2G \$1.00 Off	846881	121062-4

**Special Note :** This survey sheet was sent our prior to RJR changing this promotion from 70¢-off-2-packs to a \$1.00-off-2-packs. Please advise stores of this change during your next visit.

Sincerely,

*Jeff*  
Jeff S. Rumberger

/cn

cc: Mones Anaya, Dennis Bellinger, Denny Bomgardner, Jim Bryant, Marianna Conroy, Chris Huff, Linda Zelles, Jeanne Swisher (letter only)

51853 4692

## NEW PRODUCT INFORMATION

First Order Date: 23-Mar-98

Page: 061

Ref: 467

<b>LOCAL MARKET INFO</b>			Shipping Unit:	DSPLY/20 deals	Deal
Supplier: McLane			** Estimated Cost		
Suggested Order Qty: 1 ONLY (DSPLY/20 deals)			Suggested Retail		
Last Order Date: / /			GP% / GP%		
Seasonal/In & Out: PreBook			*Cost may vary due to different freight brackets.		
UPC	SLIN	McL UIN	DESCRIPTION & SIZE		Core X Optional
0 12300 42810	121082-4	846881	Winston Buy 2 Packs Get \$0.70 Off		
Other Pack Size Available:			Display contains 20 presleeved deals		
			(National except Central)		
<b>PRODUCT INFORMATION</b>			<b>MARKETING SUPPORT</b>		
Mfg: RJ Reynolds			* Contains 20 prepackaged deals of 2 packs marked \$0.70 off		
Category: Premium			**MUST HAVE RJR DISPLAY CONTRACT TO ORDER**		
Sub Category: Regular Full Flavor			* Display UPC - 0 12300 42810		
PSA: 120301 PMA: 60			* Deal UPC - 0 12300 24685		

WINSTON BUY2GET \$0.70 OFF  
ORDER 1 = DSPLY/20 deals



Pre-Book

## PREBOOK

SURVEY ITEM : #469  
Order From : 03/23/98  
Order To : With your  
regular order  
on or before:  
04/03/98  
Ship Week Of : 07/06/98

Do the math.

Buy 2 get \$0.70 off.

121082

121082

<b>CONSUMER INFORMATION</b>				<b>OTHER COMMENTS:</b>			
All Stores <input checked="" type="checkbox"/>	Asian	<input checked="" type="checkbox"/>	Gender: Both	Age Group: 21+	* Limit one display per store		
	Black	<input checked="" type="checkbox"/>	\$40K+	Hi	* AVAILABLE ONLY TO STORES WHO		
	Hispanic	<input checked="" type="checkbox"/>	Income \$25-\$40K	Kids Med	PARTICIPATE IN RJR COUNTER DISPLAY		
	White	<input checked="" type="checkbox"/>	To \$25K	Low	AGREEMENT		
Purchase Behavior:		<input checked="" type="checkbox"/> Planned	<input checked="" type="checkbox"/> Impulse	Customer Usage:		<input checked="" type="checkbox"/> Immediate	<input checked="" type="checkbox"/> Take-Home
<b>ORDER AND DISPLAY</b>							
Estimated Allowances: (Shown Off-Invoice) \$0.70 off invoice				From: 07/06/98		To: 07/31/98	
Bill-Back: (Shown on Merchandise Report after rebate received from vendor)				From:		To:	
				From:		To:	
Product Dimensions: W 14.75" L 25.5" H 5.5"				Code Life: 6 months		<input type="checkbox"/> Open	<input type="checkbox"/> Closed
Recommended Location: Back bar/cigarette counter							
Special Handling (Frozen, Dry, Refrigerated): Dry							

## Why you should carry this product:

- \* Customer added value at no added cost
- \* Promotions experience rapid sell through
- \* Allocation is limited to one display per store
- \*\*MUST BE A PARTICIPATING RJR PARTNER PROGRAM MEMBER TO ORDER\*\*

Franchisees, as independent contractors, are not required to purchase this product,  
to purchase it from the vendor noted, or to utilize Southland's suggested retail pricing.

\*\* Estimated cost and allowances reflect information available at time of printing. Actual cost and SRP may differ from NPI sheet figures.

PRE-BOOK / PROMOTIONAL

51853 4693